

# 10 REASONS TO JOIN WMPRSA



**1. Keep your finger on the pulse of the industry in West Michigan.** The monthly newsletter and Web site ([wmprsa.org](http://wmprsa.org)) are great sources for members to find information on local PR news, the latest media moves and job opportunities.

*"As a member, you can expect WMPRSA to be that 'go-to' source and more for topics that are relevant in today's business environment."*

- Kelly Smallegan-Maas, Lambert, Edwards & Associates

**2. Prove the value of your work to senior management by submitting award-winning projects and campaigns to the annual PProof Awards.**

*"It's very rewarding to have your work recognized by your peers and it's a great testimonial to the value of our communications efforts."*

- Juanita Vorel, Priority Health

**3. Develop leadership skills through positions on the WMPRSA Board of Directors.**

*"Serving as an officer or on the board of directors of WMPRSA is an outstanding opportunity to enhance and develop leadership skills. Our board has become very 'hands-on' and offers opportunities for interested members to take on new and challenging experiences."*

- Tim Pietryga, Consumers Energy

**4. Expand your job opportunities through APR accreditation.**

*"Becoming accredited has broadened my knowledge of the practice of public relations, strengthened my planning skills and truly helped me to become a strategic and valued counselor to clients."*

- Katie Woodruff, APR, Katie Woodruff Communications

**5. Meet your prospective employer/employee at chapter programs and special events.**

*"WMPRSA members are provided with numerous opportunities to network and recruit the perfect candidate. Hiring a candidate active in WMPRSA means you are hiring someone who is serious about their career and their profession."*

- Robin Luymes, APR, Luymes Public Relations

**6. Get a jump start on your career and polish your skills by participating in WMPRSA's mentorship program.**

*"Being an active WMPRSA member has been essential for my growth as a young professional. I continually learn new industry standards and practices, while being mentored by some of the most talented practitioners in the area. I can attribute many of my accomplishments to the relationships I have built in this organization."*

- Amy Sawade, Frederik Meijer Gardens and Sculpture Park

**7. Enjoy reduced rates for local programs and events**

*"As a small business owner and independent PR practitioner, belonging to WMPRSA just makes sense. I attend most of the monthly functions and, as a member, enjoy the reduced rates. When you add the learning and networking opportunities and other 'intangibles,' the cost of membership more than pays for itself."*

- Molly Klimas, APR, Intent Public Relations LLC

**8. Position yourself for career advancement by attending WMPRSA's regular professional development and education programs on a wide range of topics, including social media, media relations and employee communications.**

*"WMPRSA's monthly programs offer unique, real-world perspectives on the latest trends in public relations. These programs have helped me position myself for greater responsibilities and leadership tasks in the workplace."*

- Erin Smith, Bronson Healthcare Group

**9. Stay connected to best practices and industry trends by attending WMPRSA programs.**

*"WMPRSA helps me stay connected to what's going on in PR, both locally and nationally. The organization's communications outlets, such as its monthly programs and e-newsletters, along with access to PRSA's Web site, provide me with the perfect balance of industry intelligence and best practices."*

- Craig Clark, Clark Communications

**10. Build relationships with news directors, editors and reporters from local television and radio stations, daily, weekly and monthly publications and online outlets.**

*"WMPRSA has helped me to connect and build relationships with the local reporters and editors. Through events like Meet the Media and more informal events, I've made contacts that are helpful to me and to Grand Rapids Community Foundation."*

- Roberta King, Grand Rapids Community Foundation

